

# CLAW MARKS



## ISSUE 01

DEPT *of* CREATIVITY  
12539 Beatrice Street, Los Angeles, California





A BUBBLEGUM

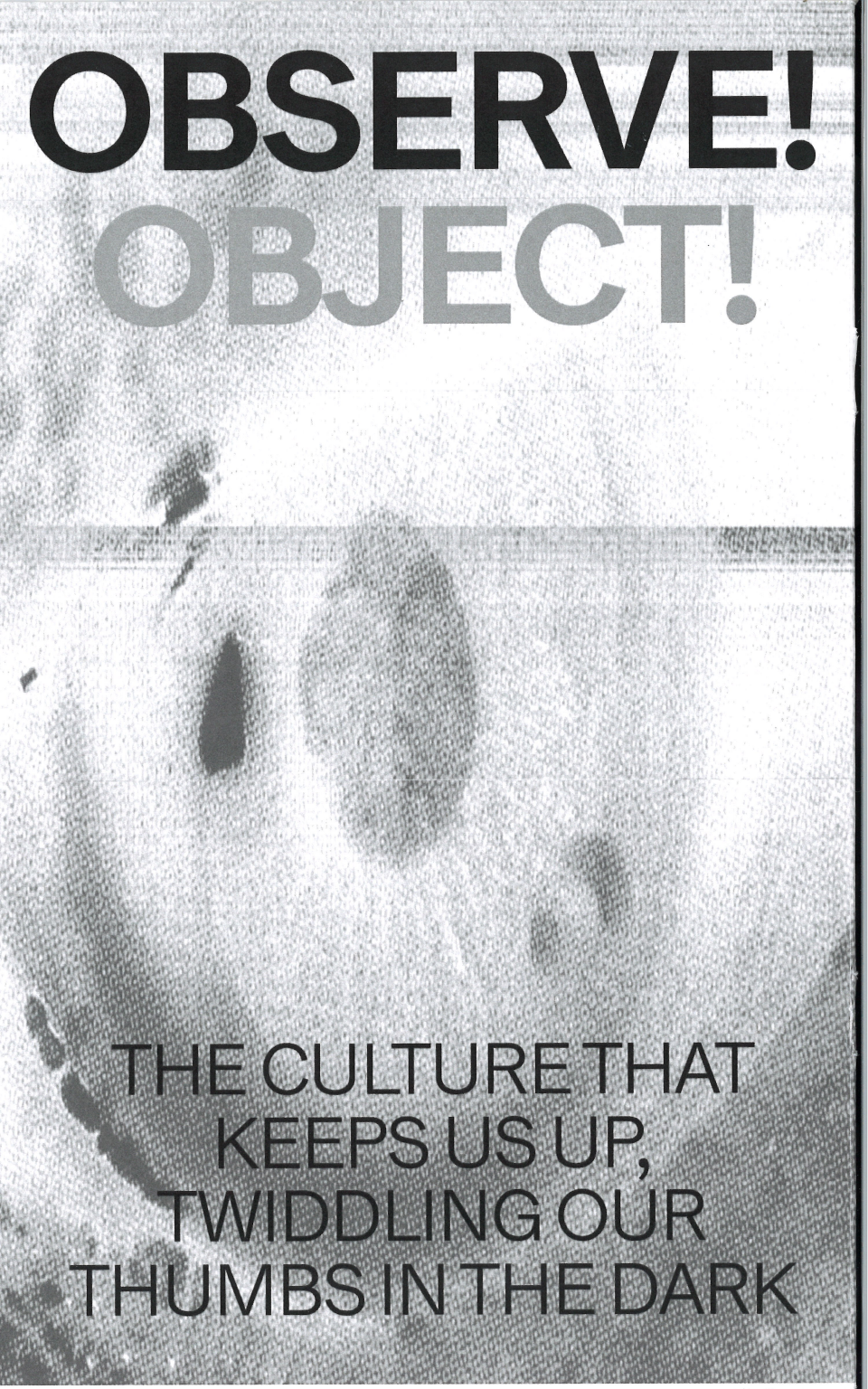
OF CREATIVE GUNK

**SO**  
**STICKY**

IT CAN'T GET  
OFF YOUR SHOE

WE LEAVE OUR MARK  
WITH MORE THAN  
WHAT WE'RE PAID TO DO

# OBSERVE! OBJECT!



THE CULTURE THAT  
KEEPS US UP,  
TWIDDLING OUR  
THUMBS IN THE DARK





PALACE JONES

JESSICA MOOG

GRACE HUDSON

BRIAN KIM

AIQI ZHANG

Poster:  
Fons Matthias Hickmann

ISSUE LEADS

04

06, 07

08, 09

10

11

12, 13, 14, 15

16, 17

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20, 21

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27

*Bites and Branding*  
*Chronically Online* by Shrinidhi  
*Emmys Spiffy*  
*The Ghost of Joe Guest*  
*The Dopest Agency You Never Heard Of* by Phil  
*Film la Femme* by Jessica  
*OMG OOH*  
*Ranked* by Bri and John  
*Art Galleries*  
*In the Mood with Marielle*  
*Would You Rather* by Dale  
*Bottom of the Barrel* by Palace



# Bites & Branding



LOS ANGELES



## 1.) BUB &amp; GRANDMA'S

📍 Eagle Rock



## 1.) Ggiata

📍 Highland Park, WeHo, Larchmont, Melrose



## 1.) De La Nonna

📍 Arts District



## 1.) Fatty Mart

📍 Echo Park



## 1.) Psychic Wines

📍 Echo Park



## 1.) Ototo

📍 Echo Park



## 1.) Cobi's

📍 Santa Monica





# the brat



# of it all

by: Shrinidhi Vijay

I watched my friends change their display photos to the, now iconic, 'brat' lifestyle but then, awkward shade of green color overnight. It took me almost a month to listen to Charli XCX's album, after falsely proclaiming that "I just didn't have the time."

While delayed at the airport for 7 hours, the adrenaline rush I experienced while playing the entire album on repeat was unparalleled. I was finally in the cultural zeitgeist and right on

time for the brands to take over. I watched with bated breath, wondering, 'fearing' as the chronically online world calls it — if they determine the moment had passed. Let's pause right there while I take you to a different part of the internet — the coconut part, specifically.

There were always clips of VP Harris that would resurface ever so occasionally and "you think you just fell out of a coconut tree" was a fan favorite. Rumor had it that



her mom who is South Indian used to say it. So what did I do? Of course I had to call up my South Indian mom, who lives in a different continent on a very different time zone, and might I add, it wasn't demure or mindful of me. Of course, she told me the phrase was in the context of wisdom, that it would be wise of anyone to understand that they exist in the context and did not become a person out of nowhere, allowing me to understand why VP Harris said what she said. Can I elaborate? No, because it exists in the context.

When new trends emerge, sometimes there's always an obscure, niche part of the internet that intersects with another and pumps out content that a few thousand people enjoy and bury themselves in. But it

doesn't always work, running through a 48 hour intense cycle and then vanishing. I was hoping it wouldn't happen to brat or coconut trees or apples because a very, very small part of the internet was making 365 (a track from brat) x coconut content. And they knew what they were doing, they set VP Harris' coconut quote to 365's tune creating a certain kind of je ne sais quoi that the brat album exudes. It is, simply put, a state of mind.

On July 21st 2024, President Biden announced that he would end his

presidential campaign and endorsed VP Kamala Harris as nominee. I was unexpectedly hiking, away from my phone, but the internet works in mysterious ways. Four hours later, the edits on tiktok were going crazy, instagram reels shockingly were catching up faster than expected, but it was Charli XCX's tweet that came out of nowhere.

### 'kamala IS brat'

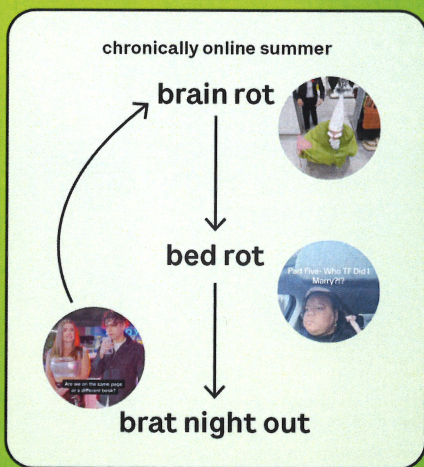
A cultural reset from a very unlikely source. The Twitter page for VPs campaign changed their

colors to the brat green with its iconic font. And suddenly, the 365 x coconut edits were canon.

But apart from the hilariously addicting Kamala content making the rounds, I was not immune to way brat

permeated throughout culture and marketing. Everyone was getting in on the ground floor utilizing the slime green and fuzzy font whether it was to promote bratwurst on a billboard or launching rat boy summer into the stratosphere. Brat was everywhere. Did the memes help make it happen? Was it Charli and coconut trees? Will there be a brat girl winter? Is Santa brat?

I'll keep you posted.





# Colin Snow

## Creative Director, Santa Monica

Award Show Style. Talk to us

You gotta be comfortable. This Emmys was probably my favorite- I went with a look inspired by Rhod. Just the straight John Wick. Everything black. Every award show is different. One Show is a design award so a bit artsy, D&AD is more crazy, funny.

What is your Emmys "must have" when getting ready?

Battery life. You're crazy if you show up with no battery life. One you need pictures, two to exchange information, and three to get the Uber home. It would stress me out if I was on 20% when I showed up, I would not be taking any pictures because how would I get home?

Dream award show plus-one?

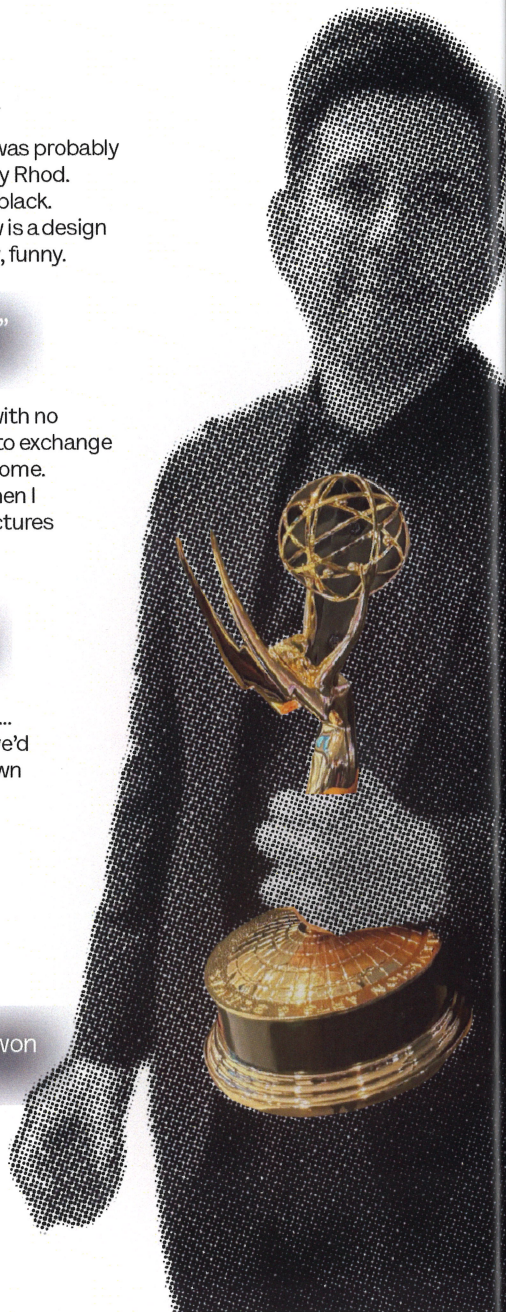
My wife, of course. But if I had to choose... it'd be Larry David, no doubt. Because we'd complain about everything, make our own fun, and probably leave early.

How heavy is the Emmy?

It's substantial

Advice for everyone who hasn't won an Emmy yet?

Confidence is important. No one's a winner until you're a winner so you gotta believe you're a winner. You gotta come in and do it. You gotta cook and be confident.





# THE GHOST OF JOE GUEST

SNEAKERS MAKETH THE MAN.

WHEN YOU COME IN ON DAY TWO OF THE EDIT,  
ASKING "DID YOU TRY...?". THAT'S BAD.

THE SAYING GOES:  
"LAUGHING ON THE SHOOT, CRYING IN THE EDIT."  
BUT IT DEPENDS ON WHAT'S FOR LUNCH.

IF YOU PREVIZ THE SHIT OUT OF IT.  
THEN SHOOT THE PREVIZ. YOU GET THE PREVIZ.  
THERE'S NO "CAN WE TRY" LEFT.

DON'T BE AFRAID TO ASK STUPID QUESTIONS.  
THE EDIT ROOM IS A SAFE SPACE,  
UNTIL YOU'RE ASKED TO LEAVE.

TRUST IN YOUR SCRIPT—THE CLIENT DID.  
SO WHY ARE WE WRITING A POEM OR MAKING  
A MUSIC VIDEO AT 2AM ON A FRIDAY NIGHT?

TRANSITIONS SHOULD BE CONSIDERED  
BEFORE THE SHOOT. NOT "WHAT TRANSITIONS  
CAN WE DO" IN THE EDIT. HOW ABOUT A STAR WIPE?

## HIS CUTS WILL HAUNT YOU

WORDS BY FINAL CUT PARTNER + 5X EDITOR OF THE YEAR

*The  
Dopest  
Agency*

*you  
never  
heard  
of*



In a vibrant industry dominated by numerous agencies, labels and production houses, *PGLang emerges not just as a new contender but as a pioneering force redefining the essence of a modern multimedia company.* Established by Kendrick Lamar and his long-time friend Dave Free, PGLang transcends the conventional company framework; it is a collective committed to nurturing diverse creative expressions across music, film, books, and podcasts. The company's mission statement asserts: "pgLang is multi-lingual. Our community speaks music, film, television, art, books, and podcasts – because sometimes different languages are

necessary to convey our stories effectively. These are stories that resonate across nations, races, and ages."

*PGLang distinguishes itself by serving as a creative oasis.*

In an interview with Elephant, Free explained that their "no-yapping" policy has allowed their artists to become innovative www-members. "We want to treat artists like they're start-ups," Free said. "We want them to take ownership of their brand,

which is really taking ownership of themselves." He continued *"We were like, 'Let's not talk about what we want to see from the industry — let's just do it. We don't do the yapping. Ain't got time for all that yapping.'"* This ethos appeals to artists aiming to project authentic narratives, moving away from the industry's usual profit-driven motives which often compromise artistic integrity.

Since being founded in March of 2020, PGLang has already left a mark on the awards circuit. For example, Baby Keem's "Family Ties," featuring Kendrick Lamar, not only clinched a Grammy for Best Rap Performance but also served as a testament to PGLang's boundary-pushing philosophy. PGLang's influence is already noticeable in its contributions and accolades. Highlighting its impact, the company received prestigious awards for its innovative projects. At Cannes Lions, PGLang's "We Cry Together" won the Grand Prix for its exceptional use of film craft. I personally love the single-take format



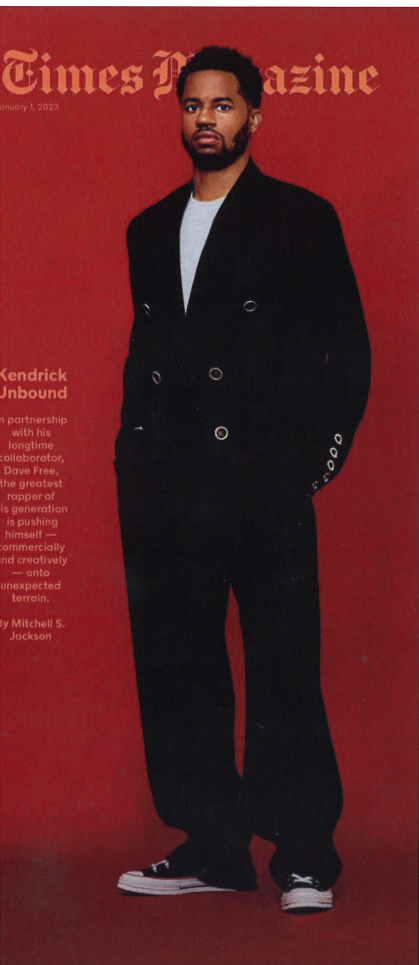
and live vocal tracks, which immerse the viewer directly into the characters' emotional turmoil, creating an intense viewing experience. Additionally, PGLang also secured a Gold Lion for the film and a Bronze Lion for "The Heart Part 5," along with two Bronze Lions for a CashApp commercial starring K. Dot, American entrepreneur Ray Dalio, and comedian Exavier TV.

As PGLang continues to evolve and push into new creative realms, it raises questions about its potential to redefine industry norms concerning artist relationships and content creation. *The company is not merely participating in the cultural dialogue — it's shaping it, championing changes, and setting precedents for a new era of cultural relevance and significance.* With its unique position at the nexus of art and advocacy, PGLang is not just winning awards; it's crafting the future of cultural production.

As creatives, there's a valuable lesson in observing how PGLang challenges conventional industry norms. By focusing on creating a space that nurtures diverse creative expressions and supports artists like startups, they encourage a more dynamic and personal connection to work. This philosophy should inspire us to explore new ways of storytelling, collaboration, and content production that prioritize creative integrity and the genuine representation of artists' visions.

*Keep your antennas tuned in, Kung Fu Kenny and Dave Free are just getting started...*





#### GOOD FRIENDS TO HAVE

DIRECTORS	VIDEOGRAPHER
Mark Richie	Adam Newport-Berra
Mike Carson	
Eliel Ford	CHOREOGRAPHER
Jake Schreier	Charm La'Donna
EDITOR	ARTISTS
Neal Farmer	Baby Keem
	Tanna Leonne





OH, TRAGIC. ANOTHER BRIEF.

ANOTHER FEMALE DIRECTOR LEFT OFF THE SHORTLIST.

## MAGGIE MACKAY—EXECUTIVE DIRECTOR AT VIDIOTS—HAS SOME THOUGHTS

**My position in the field is to connect artists and audiences.**

Less theaters. Less video stores. The world is becoming these little cultural bubbles...less opportunities for people to provide visibility to these great artists. That makes our work extremely important.

We do great work with filmmakers and truly independent distributors at our MUBI Microcinema. When you're talking about curation, protecting work—our founders Patty and Cathy are stewards. Our video store started 30 years ago as collected work that was personal to them. Made by outsider artists—women, people of color, queer, punk rock. Because they were part of that community. It's not based on how many people rented it, how much money it can make. **It's about creating access in a corporate dominated industry.**

**The narrative is—unspoken or not—that “cool” things are made by dudes.** About Vidiots I get: “Oh I didn't know it was run by women!” A nice thing to hear. But I always want to question, why is it surprising?

The fact that we have to have conversations about the role of

women in this art form is demoralizing. I'm looking forward to not having to segment. **The fact we have to talk about ourselves as a specialized group—absurd.** But I think it highlights the lack of progress overall in the culture.

The quiet assumption is because sets are so male dominated, can women command the respect of a male crew, male collaborators? That's fucking stupid. How about don't have male dominated crews then? There's no reason for this art form and industry to not be more representative of the world we live in.

**There are no more excuses. We've run out of excuses.**

Many of the names [of filmmakers below] are there are because of directorial debuts. I can say that this work is as good as anything from an experienced “proven” director. These are true artists. There are male directors that can make a mediocre debut and still go on to get a Marvel budget. For women you can make a perfect movie, and the trust still isn't there.

**These female filmmakers are magicians.**



## PATTY POLINGER + CATHY TAUBER

L.A. natives and childhood friends who founded Vidiots in 1985, with a mission to create a community hub and space for indie, foreign, and cult films.

# 17

## VIDIOTS

Nonprofit film space, consisting of a chill new indie cinema and iconic video store, now at The Eagle Theater in Eagle Rock. MAL recco: Show up early. Grab a drink. Be an ally.



HOW MANY  
OF  
THESE  
DIRECTORS  
DO YOU  
KNOW?





Clear the road  
I'm SIXTEEN

HONK IF YOU

PRIUS

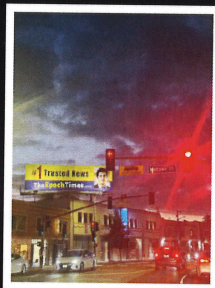
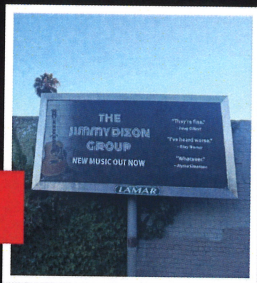
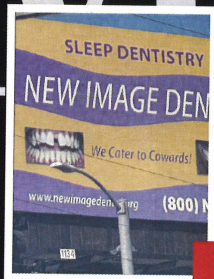
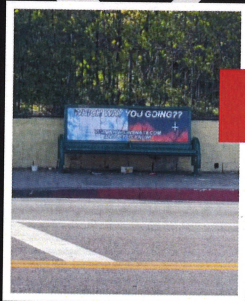
DON'T FOLLOW ME  
I'M LOST TOO !!

A WOMAN'S PLACE  
IS IN THE MALL

JUL California  
IT SHE  
DCH TOYOTA OF TORRANCE



# OMG



\*Real OOH  
out in the wild

# OOH\*





9.75



7.75



7.5

# RANK

The results of this ranking are indisputable — those who disagree are wrong. 4oz of each beverage General Purpose Scientific Liquid Thermometer. Each flavor was ranked on our highly scientific rubric. The totals were combined and averaged to create an aggregate score representative of each flavor, rarest LaCroix in the office, but this slaps. Usually only found near the executive offices, we know. If you're not mixing this with something else we are genuinely concerned for you. Best paired with tap



3.75



3.5



3.75





7.5



6.5



4.25

# ANKED

was consumed at a temperature between 38-42 degrees Fahrenheit as measured by a SP H-B Durac consisting of a 10 point scale of carbonation level, flavor profile, strength of flavor and satiation, and then ranked respective to that score. A note on the biggest winner and loser. "Pina Fraise" is the what you're doing. Best paired with Cheez-Its, truly an unbeatable combo. "Pure" is unbearably dry. water. For any questions concerning the efficacy of this study please contact your manager.



3.0



2.75



1.5



# BY: AMBER MCGEARY

- ① BS
- ② FLIGHT TO ALLEVIATION
- ③ THE OFFERING

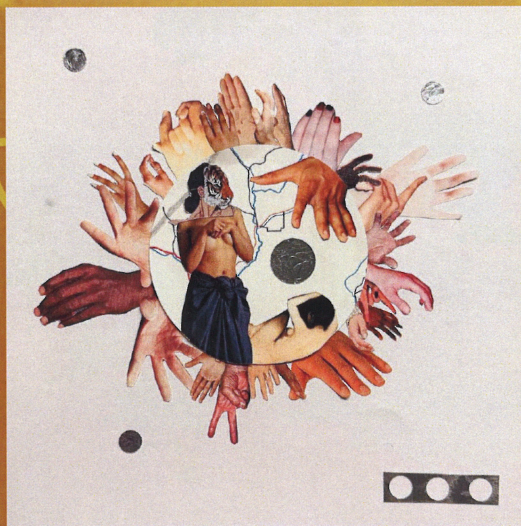
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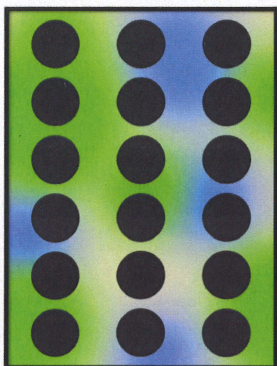


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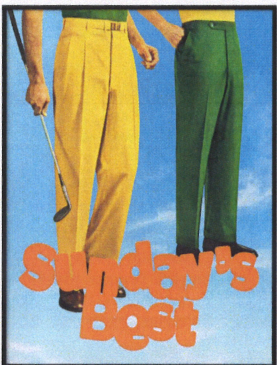


18 HOLES / HAZARD



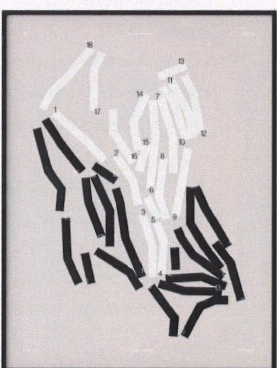
HM MASTERS

THE CHECKLIST



SUNDAY'S BEST

THE GIMMES



WILSON & HARDING

SIDE  
SWING

BY

CONNOR  
GREEN

WHEN HE'S NOT BUSY BEING AN AD, HE MAKES  
& SELLS THESE POSTERS, AND HE GOLFS.





# IN THE MOOD

"You can expect it all on my show—the terrifying lows, the dizzying highs, the creamy middles.

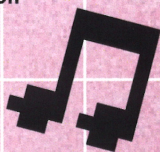
Eclectically ranging across eras and genres dependent on the day. What does it all mean?

Tune in and find out...or don't!

KCHUNG is a freeform radio station based in Chinatown that engages and also helps builds a community it serves. Its programming promotes creativity and discovery on and off the airwaves through music, art, and discourse.

Public radio provides time & space for unique perspectives that otherwise wouldn't be featured on mass media. I'm grateful to be a part of a special corner of the world that lets my freak flag fly. ▶

— Marielle Te, MAL Music Supervisor





# ...FOR RADIO?

DUH



IDK

Did you know that Marielle hosts a radio show called "In the Mood" for KCHUNG Public Radio?

On the 4th Saturday of every month,  
11:00am to 12:00pm PT.  
Tune in here:  
1630AM  
[kchungradio.org](http://kchungradio.org)

WHATTTTTTWHEN?

Ok.

You can go watch Marielle play her show LIVE @ The Geffen @ MOCA Little Tokyo.

OK I'LL GO.

## HIGHJACK

R&B Rocky, Jessica Pratt

### Peligro (Danger)

Panda Bear, Sonic Boom, Mariachi 2000

### The Fairest of the Seasons

Nico

### The Evidence - Exactly Remix

Yaya Bey, Exaktly



# WOULD YOU RATHER?

WOULD YOU RATHER...  
HAVE TO DRESS BUSINESS  
FORMAL EVERY DAY  
OR ONLY USE YOUR PHONE'S  
HOTSPOT AS YOUR WIFI?

WOULD YOU RATHER...  
ONLY BE ABLE TO MAKE  
B&W DIGITAL ADS USING  
PAPYRUS FONT  
OR ONLY BE ABLE TO  
MAKE COMPLETELY  
SILENT FILM SPOTS?

WOULD YOU RATHER...  
FREAKY FRIDAY SWITCH WITH  
YOUR MANAGER FOR 2 WEEKS  
OR HAVE A MANDATORY  
TIMESHEET YOU'RE FORCED  
TO SUBMIT EVERY SINGLE DAY  
FOR AN ENTIRE YEAR?

WOULD YOU RATHER...  
YOUR CREATIVE PARTNER  
IS...YOUR MOM  
OR...YOUR EX?

WOULD YOU RATHER...  
HAVE JLO BE IN EVERY SINGLE  
AD YOU SEE FOR 1 YEAR  
OR LOSE MAL BARISTA  
PRIVILEGES FOR 1 MONTH?

WOULD YOU RATHER...  
HAVE A REVIEW EVERY  
MONDAY AT 7AM  
OR A REVIEW ON FRIDAY  
THAT ENDS AT 7PM?

WOULD YOU RATHER...  
BRENT SITS OVER YOUR  
SHOULDER AS YOU SCROLL  
YOUR TIKTOK ALGORITHM  
OR YOUR WEDDING VOWS  
MUST BE RUTHLESSLY  
EDITED BY GREG?

By: Dale Matthews Jr.

## The View From the Bottom of the Barrel

Write. delete. concept. delete. inspo. trash.  
 What if? No. Maybe? No. But what if? No.  
 That won't work. How would that work? BA  
 concerns. Production concerns. Client concerns.  
 Creative concerns. Already done. Already thought  
 of. Previously killed. Add another tombstone.  
 Build endless graveyards. That doesn't work.  
 Neither does that. No. Nada. Nope. Give up.  
 Job hunt. Look up grad schools. Flights back home.  
 Bartending classes. Doom scroll. Wait... there's  
 something there. Think simple. No think  
 different. How about thinking stupid? Revisit  
 something. Try in a new way. A new insight enters  
 the villa. Maybe that could work. Maybe the  
 job is worthwhile. We're getting somewhere.  
 Tweak that. New end line. Stronger line.  
 Stronger swips. Add some spice. Now we're  
 getting somewhere. I smell an Emmy!

"So client had some notes..."

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